

## ORDER



**Orders**  
**Order / Rev:** 719865  
**Alt Order #:** 06361075  
**Product Desc:** RNC-ROMNEY  
**Estimate:** 272  
**Flight Dates:** 10/03/12 - 10/09/12  
**Original Date / Rev:** 10/02/12 / 10/03/12  
**Order Type:** Political

**WFMY-TV**

**Primary AE:** Nick Welte  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Romney, M/ RNC  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	49	\$22,250.00	\$18,912.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	49	\$22,250.00	\$18,912.50	0.00
<b>Totals</b>	<b>49</b>	<b>\$22,250.00</b>	<b>\$18,912.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	10/03/12	10/03/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	--W----	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$80.00		0.00				
E 2	WFMY	10/08/12	10/08/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	M-----	:30	1	\$80.00	P-4	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----			1		\$80.00		0.00				
E 3	WFMY	10/03/12	10/03/12	CBS This Morning CBS This Morning	CM	8-10a	--W----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$60.00		0.00				
E 4	WFMY	10/08/12	10/08/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----			1		\$60.00		0.00				
E 5	WFMY	10/03/12	10/03/12	M-F 10-11a M-F 10-11a	CM	10-11a	--W----	:30	1	\$50.00	P-4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	--W----			1		\$50.00		0.00				
E 6	WFMY	10/08/12	10/08/12	M-F 10-11a M-F 10-11a	CM	10-11a	M-----	:30	1	\$50.00	P-4	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----			1		\$50.00		0.00				

Order / Rev: 719865  
Alt Order #: 06361075  
Flight Dates: 10/03/12 - 10/09/12

Advertiser: Romney, M/ RNC  
Product Desc: RNC-ROMNEY  
Estimate: 272  
**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WFMY	10/03/12	10/03/12	Price Is Right Price Is Right	CM	11a-12p	--W----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1			\$225.00			0.00			
E 8	WFMY	10/08/12	10/08/12	Price Is Right Price Is Right	CM	11a-12p	M-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$225.00			0.00			
E 9	WFMY	10/08/12	10/08/12	News2 at Noon News2 at Noon	CM	12-1230p	M-----	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$130.00			0.00			
E 10	WFMY	10/03/12	10/03/12	News2 at Noon News2 at Noon	CM	12-1230p	--W----	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1			\$130.00			0.00			
E 11	WFMY	10/08/12	10/08/12	M-F CBS Soaps M-F CBS Soaps	CM	1230-2p	M-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$275.00			0.00			
E 12	WFMY	10/03/12	10/03/12	M-F CBS Soaps M-F CBS Soaps	CM	1230-2p	--W----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1			\$275.00			0.00			
E 13	WFMY	10/08/12	10/08/12	M-F 2-3p The Talk	CM	2-3p	M-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$150.00			0.00			
E 14	WFMY	10/03/12	10/03/12	M-F 2-3p The Talk	CM	2-3p	--W----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1			\$100.00			0.00			
E 15	WFMY	10/03/12	10/03/12	M-F 3-4p Let's Make a Deal	CM	3-4p	--W----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1			\$95.00			0.00			
E 16	WFMY	10/08/12	10/08/12	M-F 3-4p Let's Make a Deal	CM	3-4p	M-----	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$95.00			0.00			
E 17	WFMY	10/08/12	10/08/12	News 2 at 5 News 2 at 5	CM	5-530p	M-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$225.00			0.00			
E 18	WFMY	10/03/12	10/03/12	News 2 at 5 News 2 at 5	CM	5-530p	--W----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1			\$225.00			0.00			
E 19	WFMY	10/03/12	10/03/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	--W----	:30	1	\$230.00	P-3	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1			\$230.00			0.00			
E 20	WFMY	10/08/12	10/08/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	M-----	:30	1	\$230.00	P-3	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$230.00			0.00			
E 21	WFMY	10/03/12	10/03/12	News 2 at 6 News 2 at 6	CM	6-630p	--W----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WFMY	10/03/12	10/03/12	News 2 at 6 News 2 at 6	CM	6-630p	--W----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$350.00		0.00			
E 22	WFMY	10/08/12	10/08/12	News 2 at 6 News 2 at 6	CM	6-630p	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$350.00		0.00			
E 23	WFMY	10/03/12	10/03/12	PA (M-F) PA (M-F)	CM	7-8p	--W----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$550.00		0.00			
E 24	WFMY	10/08/12	10/08/12	PA (M-F) PA (M-F)	CM	7-8p	M-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$550.00		0.00			
E 25	WFMY	10/03/12	10/05/12	News 2 at 11 News 2 at 11	CM	11-1135p	--WTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$350.00		0.00			
E 26	WFMY	10/08/12	10/09/12	News 2 at 11 News 2 at 11	CM	11-1135p	MT-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$350.00		0.00			
E 27	WFMY	10/09/12	10/09/12	Tue Prime A NCIS	CM	8-9p	-T-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$2,000.00		0.00			
E 28	WFMY	10/09/12	10/09/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$1,750.00		0.00			
E 29	WFMY	10/04/12	10/04/12	Thu Prime B Person of Interest	CM	9-10p	---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$1,200.00		0.00			
E 30	WFMY	10/05/12	10/05/12	Fri Prime A CSI: NY	CM	8-9p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$800.00		0.00			
E 31	WFMY	10/05/12	10/05/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$800.00		0.00			
E 32	WFMY	10/06/12	10/06/12	Good Morning Show Sat Good Morning Show Saturday	CM	6-9a	-----S-	:30	2	\$70.00	P-4	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					2	\$70.00		0.00			
E 33	WFMY	10/06/12	10/06/12	NCAA Football Game #2 NCAA Football Game #2	CM	3-7p (3:30 PM-7:00 PM)	-----S-	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					2	\$300.00		0.00			
E 34	WFMY	10/06/12	10/06/12	PA (Sa) PA (Sa)	CM	7-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$150.00		0.00			
E 35	WFMY	10/06/12	10/06/12		CM	11-1135p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00

**WFMY-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 2 at 11											
				News 2 at 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-----S-	1		\$350.00	0.00							
E 36	WFMY	10/07/12	10/07/12	Good Morning Show Sun	CM	6-9a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
				Good Morning Show Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-----S	1		\$70.00	0.00							
E 37	WFMY	10/07/12	10/07/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-----S	1		\$200.00	0.00							
E 38	WFMY	10/07/12	10/07/12	NFL Football Game #1	CM	1-4p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				NFL Football Game #1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-----S	1		\$1,000.00	0.00							
E 39	WFMY	10/07/12	10/07/12	Sun Prime A	CM	7-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				60 Minutes											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-----S	1		\$1,000.00	0.00							
E 40	WFMY	10/07/12	10/07/12	Sun Prime B	CM	8-9p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				Amazing Race											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-----S	1		\$1,200.00	0.00							
E 41	WFMY	10/07/12	10/07/12	Sun Prime C	CM	9-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				The Good Wife											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-----S	1		\$1,200.00	0.00							
E 42	WFMY	10/07/12	10/07/12	Sun Prime D	CM	10-11p	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
				The Mentalist											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-----S	1		\$900.00	0.00							
E 43	WFMY	10/07/12	10/07/12	News 2 at 11	CM	11-1135p	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
				News 2 at 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	-----S	1		\$350.00	0.00							
E 44	WFMY	10/03/12	10/03/12	Wed Prime B	CM	9-11p	--W----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
				Prime Political Pgm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	--W----	1		\$2,000.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WFMY	10/01/12-10/07/12	Wed Prime B			9-11p	--W-----	:30		<del>(\$2,000.00)</del>	0.00	NM			
See MG 44.2															
[Prgm Change - Presidential Debate]															
2	WFMY	10/03/12-10/03/12	Prime Political Program		Prime	(9:00 PM-11:00 PM)	--W-----	:30		\$2,000.00	0.00	NM			
Ⓜ MG for 44.1 10/03															
Totals													49	\$22,250.00	